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South & Central America Wire and Cable Plastics Market Report (2021-2031) by Scope, Segmentation, Dynamics, and Competitive Analysis

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Abstracts

The South and Central America Wire and Cable Plastics Market is projected to grow significantly, reaching an estimated US$ 548.78 million by 2031, up from US$ 366.53 million in 2023. This growth represents a compound annual growth rate (CAGR) of 5.2% from 2023 to 2031.

Executive Summary and Market Analysis

The industrial landscape in South and Central America has seen remarkable growth, particularly in sectors such as automotive, aerospace, and electronics. Brazil stands out as a key player in the global aircraft manufacturing industry, with Embraer being the fourth largest aircraft manufacturer worldwide, following Airbus, Boeing, and Bombardier Aerospace. The increasing number of air travelers in the region is bolstering the aircraft manufacturing sector. Local manufacturers are actively pursuing strategic initiatives, including product development and mergers, to enhance their competitive edge. For example, in September 2022, Ecocopter, a rotorcraft operator in South America, partnered with Airbus to explore urban air mobility (UAM) services using electric vertical takeoff and landing (eVTOL) aircraft in countries like Chile, Ecuador, and Peru. Additionally, in April 2024, Embraer and ENAER (National Aeronautical Company of Chile) announced cooperation agreements to enhance their industrial and service capabilities involving the A-29 Super Tucano and C-390 Millennium aircraft, further integrating the aerospace sectors of Brazil and Chile.

The automotive industry is another significant driver of demand for wire and cable plastics in the region. According to the International Organization of Motor Vehicle Manufacturers (OICA), vehicle production in South and Central America increased from approximately 2.96 million in 2022 to about 2.97 million in 2023, marking a 9% growth. Major automotive players are expanding their operations in the region; for instance, Audi AG invested US$ 19.2 million in 2022 to resume production at its Parana plant in Brazil, with a capacity of 4,000 vehicles annually. Countries like Brazil and Argentina are enhancing their automotive manufacturing capabilities, which facilitates the integration of advanced electronics and electric vehicle (EV) technologies. As vehicles increasingly incorporate electronics for infotainment systems, advanced driver-assistance systems (ADAS), and engine control units (ECUs), the demand for high-performance wire and cable plastics has surged, necessitating materials that are lightweight, provide excellent electrical insulation, and exhibit high thermal resistance.

Market Segmentation Analysis

The wire and cable plastics market is segmented by material, voltage, and end-use industry.

By Material: The market includes polyethylene, polyvinyl chloride (PVC), polypropylene, cross-linked polyethylene, thermoplastic elastomers, and others. In 2023, PVC held the largest market share.

By Voltage: The market is categorized into low, medium, high, and extra-high voltage segments, with the low voltage segment dominating in 2023.

By End-Use Industry: The market is divided into construction, automotive, electrical and electronics, aerospace and defense, telecommunications, oil and gas, energy and power, and others, with construction leading in market share in 2023.

Market Outlook

The global telecommunications sector is witnessing rapid expansion, driven by technological advancements and increased internet access, which in turn boosts the demand for reliable cabling infrastructure. This trend positively influences the consumption of plastics used in telecommunication cables, including optical fiber, coaxial, and ethernet cables, which require materials like PE, PVC, and PP for insulation and durability. The rollout of 5G technology necessitates high-capacity fiber optic cables for efficient data transmission, leading to a demand for superior quality materials that can withstand environmental challenges such as moisture, heat, and UV exposure. The GSM Association predicts that by 2025, 5G networks will cover one-third of the global population, further driving the need for robust telecommunications infrastructure. The increasing deployment of fiber-to-the-home (FTTH) and fiber-to-the-premises (FTTP) networks also enhances the demand for plastic-coated wires and cables, as they ensure signal integrity and protect against environmental factors.

Country Insights

The South and Central America wire and cable plastics market is primarily composed of Brazil, Argentina, and other countries in the region, with Brazil holding the largest market share in 2023. The demand for wire and cable plastics in Brazil is on the rise due to their critical role in various industries, including energy, construction, automotive, technology, and manufacturing. The Brazilian market is thriving, supported by abundant natural resources and a growing industrial base, alongside a rising need for high-performance insulation materials. The government's recent announcement of a US$ 2.28 billion fund for constructing 112,500 homes under the My Home My Life program is expected to further stimulate the construction sector, thereby increasing the demand for wire and cable plastics. Additionally, Brazil's aerospace industry, led by Embraer, is a significant contributor to the market, as the country is recognized for its robust aerospace manufacturing capabilities. The automotive sector in Brazil is also expanding, with the country being the largest manufacturer and exporter of vehicles in South and Central America, producing 2.3 million vehicles in 2022, which is a 5% increase from the previous year. This growth in automotive production is anticipated to drive the demand for automotive electronics, further propelling the wire and cable plastics market.

Company Profiles

Key players in the South and Central America wire and cable plastics market include Dow Inc., Exxon Mobil Corp, LyondellBasell Industries NV, Solvay SA, Borealis AG, BASF SE, Saudi Basic Industries Corp, LG Chem Ltd, Arkema SA, and Celanese Corp. These companies are employing various strategies such as expansion, product innovation, and mergers and acquisitions to enhance their market presence and offer innovative products to consumers.

Reason to buy

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players, and segments in the South & Central America wire and

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cable plastics market.

Highlights key business priorities in order to assist companies to realign their business strategies.

The key findings and recommendations highlight crucial progressive industry trends in the South & Central America wire and cable plastics market, thereby allowing players across the value chain to develop effective long-term strategies.

Develop/modify business expansion plans by using substantial growth offering developed and emerging markets.

Scrutinize in-depth South & Central America market trends and outlook coupled with the factors driving the South & Central America wire and cable plastics market, as well as those hindering it.

Enhance the decision-making process by understanding the strategies that underpin commercial interest with respect to client products, segmentation, pricing, and distribution.

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